



AdNews Newsletter

Subscribe

AdNews

Search AdNews



News

Opinions

Campaigns

Events

Current Issue

Content Hub

## Agencies need to declare workplace bullying policy if they want to pitch



By Chris Pash | 4 July 2022

0 Comments



Major Australian pitch consultancy TrinityP3 will from today require agencies wanting to be considered for a pitch to declare their processes on workplace bullying, harassment and assault.

Industry players have been asked for comment. However, some question a pitch consultancy setting up as some form of authority to sign off on policy.

Darren Woolley, TrinityP3 CEO, had been talking to industry bodies without going public since March but told *AdNews* they "dismissed our suggestions and concerns".

TrinityP3 argues the industry is trapped in collective inertia and by a culture of silence and that the consultancy "chooses no longer to be complicit".

In a [LinkedIn post](#), TrinityP3 says: "Issues of harassment, bullying and even assault are sadly nothing new for the advertising industry. From today marketing management consultancy TrinityP3 will be asking all agencies who join one of their pitches to sign a statutory declaration.

"In the past year, we have become increasingly aware that issues related to workplace bullying, harassment and assault were still occurring in the advertising industry. Too often these issues are framed as historical, and that the industry was 'not as bad as it was'.

"But you only have to look at the stories and concerns that emerged at recent International Women's Day events to realise the issues are still very apparent and directly affect this generation of adland employees.

"These issues that we whisper about are an endemic and ongoing problem. We discuss it over drinks, we console friends, colleagues, even family, who might have been impacted, but no one takes a stand.

"No one in power moves to force change.

"Our fear is that it might impact business. It gets rolled into the too-hard basket. But the reality is marketers and brands are left exposed by ignoring these issues. After all, who wants to deal with the backlash of choosing to work with an agency that allowed issues of bullying, harassment or worse to go on?

"Instead, we are weighed down by a collective inertia to an industry-wide culture of silence. And we are all made complicit.

"Well, TrinityP3 on behalf of its clients is taking a stand. From July 4, 2022, our consultancy will be requesting that any agency wanting to be considered for a pitch we are managing on behalf of our clients will need to complete a statutory declaration of their status and processes regarding workplace bullying, harassment and assault."

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

Sign up to the AdNews [newsletter](#), like us on [Facebook](#) or follow us on [Twitter](#) for breaking stories and campaigns throughout the day.

1 Comment

Login



Join the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS



Name



• Share

Best Newest Oldest



ReverseAds

6 months ago

This isn't news, things happen and sure that has to be policies in place, but being realistic, we are talking about adult professionals and not for school kids.

1 0 • Reply • Share

### AdNews Newsletter

The AdNews newsletter, brings you the latest advertising and media news direct to your inbox! [Become a member](#) and get the weekly newsletter free!

Subscribe



### AdNews Magazine

Subscribe



### Editor's Picks

- Airlines goosed in aerial advertising combat
- Elon Musk's GAME SET the tone but has he met his MATCH?
- Merry Christmas: Ad agency in liquidation, sacked staff seeking pay

### AdNews Social



### Latest Comments

- 6:21 AM** This is HILARIOUS! If companies actually did what a rogue outfit like Media Matters tells them to do... [CatwomanMN on Twitter](#) [advertisers rush for the exit](#)
- 12:12 PM** Yep same, none of the agents I've been to have it. Very odd.... [Lucasydney on Forbes](#) [launches in Australia](#)
- 9:46 AM** Twitter is the exact same now as it was a year ago, except certain people from yhr right are now all... [Guest on Apple](#) [reported threatening to pull Twitter from app store](#)
- 1:22 PM** The complainant did not mention nipples, and neither did Ad Standards in their ruling. The complaint... [Caitlin on Honey Birdette](#) [ignores ad breach over nipple pasties](#)
- 6:23 PM** NEARLY as many deals as days in lockdown! [Robert Strohfeldt on Adrian Elton's](#) [digital billboard 'hack' goes viral](#)

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

